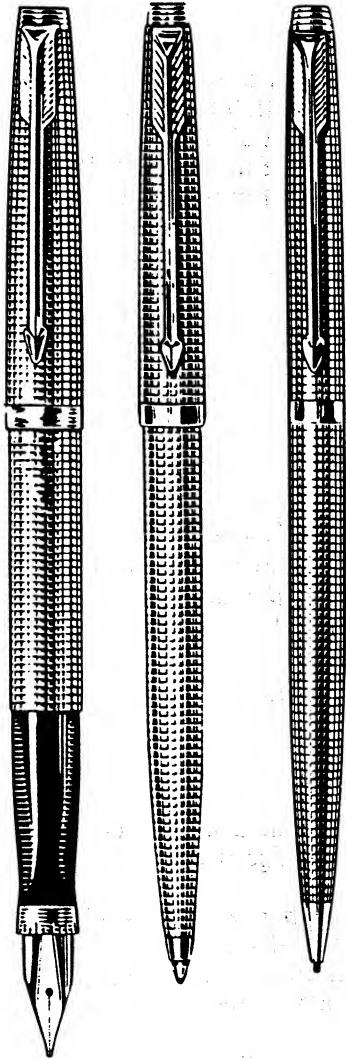


PRODUCT INFORMATION

<u>PARKER LINE</u>	<u>PAGE NO.</u>
75 Sterling	1
180 Imperial	2
180 Flighter	3
50 Flighter	4
Ms. Parker	5
Classic Sterling	6
Classic Imperial	7
Classic Flighter	8
45 Flighter	9
25B	10
25 Flighter	11
Flighter CT Floating Ball Pen	12
Special Floating Ball Pen	13
B-5	14
Big Red	15
Swinger	16
Special Jotter	17
Pen Parker Desk Set	18
Refills and Accessories	19-20
Leads and Erasers	21
Boxing Schedule	22
Slotter Boxes	23

PRODUCT INFORMATION
PARKER LINE

75 STERLING



Handwritten:
7-141-3 (4)
7-141-3 (4)
7-141-3 (4)

7-141-3 (4)	Ball Pen & Pencil Set	\$ 60.00
6-141-3	Ball Pen	30.00
6-131-4	Pencil	30.00
6-131-1	Fountain Pen	60.00

CAP: Sterling Silver
 CLIP: Gold Electroplated
 BARREL: Sterling Silver
 NIB: 14K Gold
 NIB POINT
 SIZES: Extra-Fine*, Fine, Medium,
 Broad*

Converter installed in fountain pen, one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

Black-medium lead in mechanical pencil.

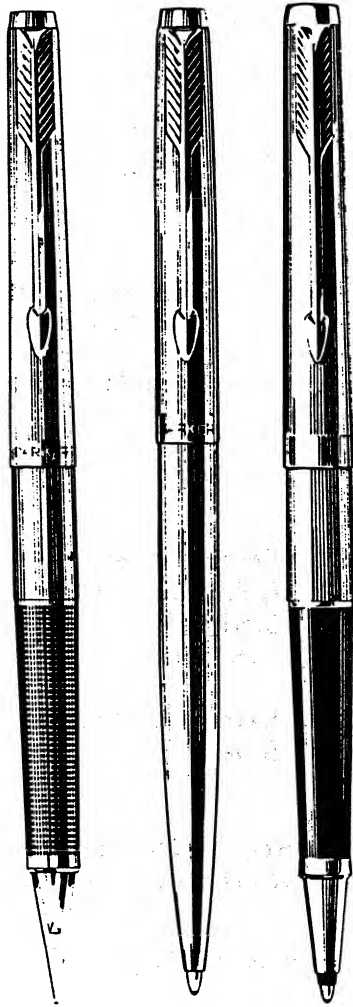
(*) This fountain pen point size not available in sets.

Approx.

Weight:	1 oz.	3/4 oz.	3/4 oz.
Size:	5 1/2"	5 1/8"	5 1/8"

PRODUCT INFORMATION
PARKER LINE

180 IMPERIAL



7-562-1(3)	Fountain Pen & Ball Pen Set	\$ 77.50
6-562-3	Ball Pen	27.50
6-562-3(6)	Floating Ball Pen	30.00
6-562-1	Fountain Pen	50.00

CAP: 22K Gold Electroplate
 CLIP: Gold Electroplate
 BARREL: 22K Gold Electroplate
 NIB: 14K Gold
 NIB POINT
 SIZE: Medium/Extra Fine

Converter installed in fountain pen, one washable blue ink cartridge provided.

Floating Ball pen equipped with black-fine point writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Blue-medium refill in ball pen.

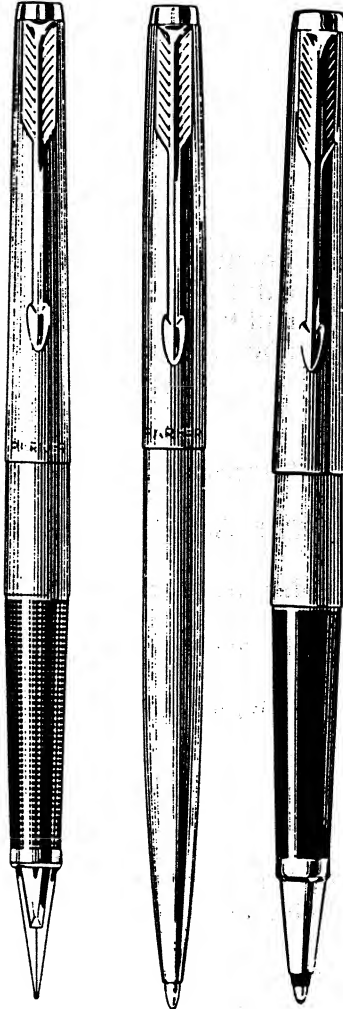
Approx.

Weight:	1 oz.	3/4 oz.	1/2 oz.
Size:	5-1/8"	5-1/8"	5-1/8"

PRODUCT INFORMATION

PARKER LINE

180 FLIGHTER



7-561-1(3)	Fountain Pen & Ball Pen Set	\$ 47.50
6-561-3	Ball Pen	12.50
6-632-3(6)	Floating Ball Pen	15.00
6-561-1	Fountain Pen	35.00

CAP: Brushed Stainless Steel
CLIP: Gold Electroplate
BARREL: Brushed Stainless Steel
NIB: 14K Gold
NIB POINT
SIZE: Medium/Extra Fine

Converter installed in fountain pen, one washable blue ink cartridge provided.

Floating Ball pen equipped with black fine point writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Blue-medium refill in ball pen.

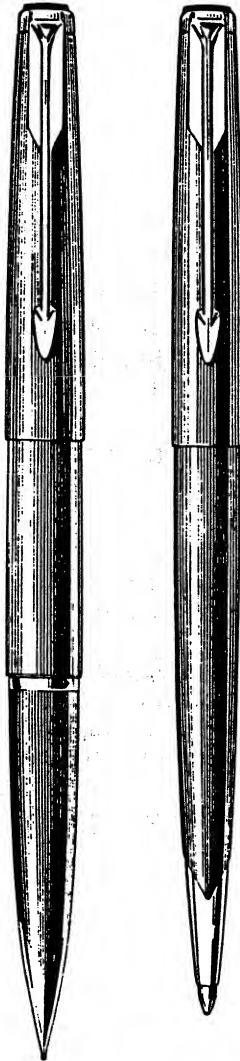
Approx.

Weight: 1 oz. 3/4 oz. 1/2 oz.
Size: 5-1/8" 5-1/8" 5-1/8"

PRODUCT INFORMATION

PARKER LINE

50 FLIGHTER



Approx.

Weight: 1 oz. 3/4 oz.
Size: 5-1/8" 5"

7-651-1 (3)	Fountain Pen & Ball Pen Set	\$ 40.00
6-651-3	Ball Pen	15.00
6-651-1	Fountain Pen	25.00

CAP: Brushed Stainless Steel
CLIP: 22K Gold Electroplate
BARREL: Brushed Stainless Steel
NIB: Brushed Stainless Steel Unitary Nib
NIB POINT: Fine, Medium, Broad *
SIZE

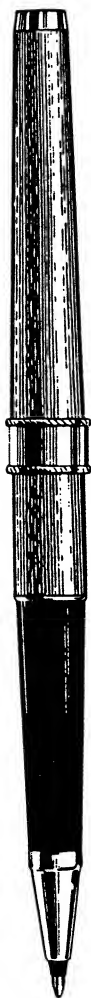
Converter installed in fountain pen,
one washable blue ink cartridge
provided.

Blue-medium refill in ball pen.

(*) This fountain pen point size not available in sets.

PRODUCT INFORMATION
PARKER LINE

MS. PARKER BY PUCCI



6-650-3(6) Ms. Parker Floating Ball Pen \$ 25.00

CAP: Satin-finish Stainless Steel
CLIP: None
BARREL: Satin-Finish Stainless Steel
RING: 22K Gold Electroplate
POINT: Black-fine

Equipped with black-fine point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

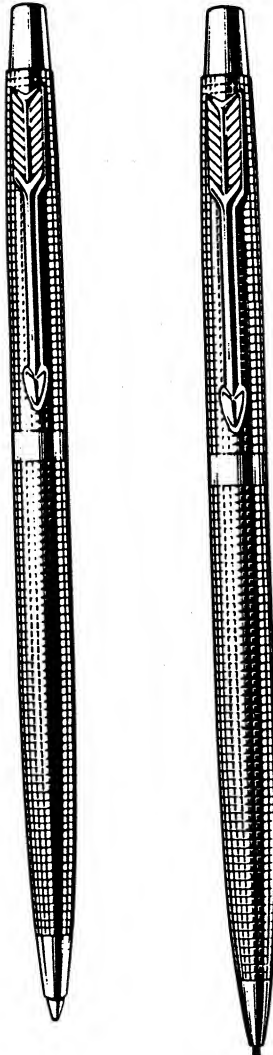
Approx.

Weight: 1/2 oz.
Size: 5-1/8"

PRODUCT INFORMATION

PARKER LINE

CLASSIC STERLING



7-527-3(4)	Ball Pen & Pencil Set	\$ 50.00
6-527-3	Ball Pen	25.00
6-527-4	Pencil	25.00

CAP: Sterling Silver
CLIP: Gold Electroplated
BARREL: Sterling Silver

Blue-medium refill in ball pen.

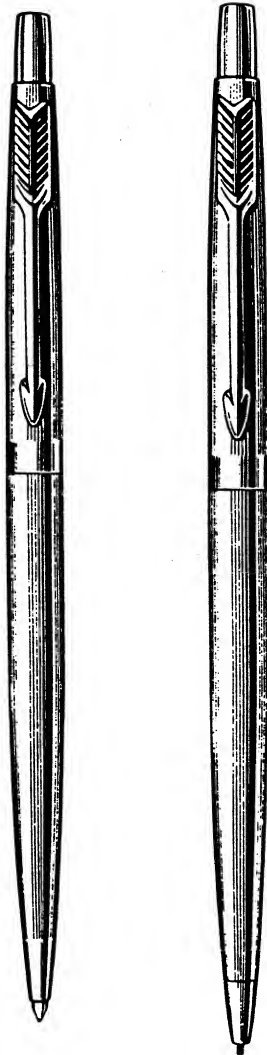
Black-medium lead in pencil.

Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/4"	5-3/8"

PRODUCT INFORMATION
RETAIL LINE

CLASSIC IMPERIAL



7-544-3 (4)	Ball Pen & Pencil Set	\$ 40.00
6-544-3	Ball Pen	20.00
6-544-4	Pencil	20.00

CAP: 22K Gold Electroplated
CLIP: Gold Electroplated
BARREL: 22K Gold Electroplated

Blue-medium refill in ball pen.

Black-medium lead in pencil.

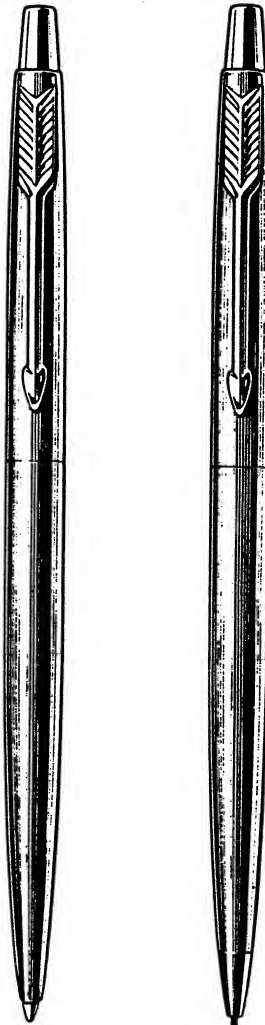
Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/4"	5-3/8"

PRODUCT INFORMATION

PARKER LINE

CLASSIC FLIGHTER



7-526-3(4)	Ball Pen & Pencil Set	\$ 15.00
6-526-3	Ball Pen	7.50
6-526-4	Pencil	7.50

CAP: Brushed Stainless Steel
CLIP: Chrome
BARREL: Brushed Stainless Steel

Blue-medium refill in ball pen.

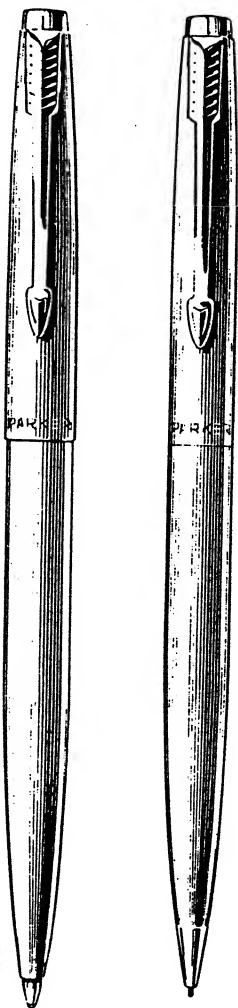
Black-medium lead in pencil.

Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/4"	5-3/8"

PRODUCT INFORMATION
PARKER LINE

45 FLIGHTER



7-864-3 (4)	Ball Pen & Pencil Set	\$ 15.00
6-864-3	Ball Pen	7.50
6-110-4	Pencil	7.50

CAP: Brushed Stainless Steel
CLIP: Gold Electroplated
BARREL: Brushed Stainless Steel

Blue-medium refill in ball pen.

Black-medium lead in pencil.

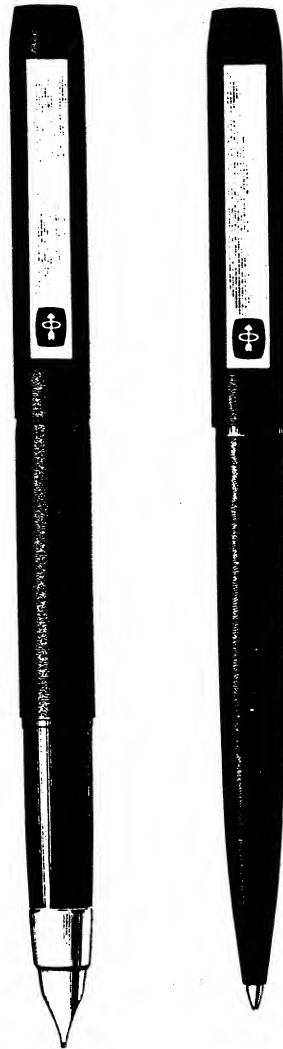
Approx.

Weight:	1/2 oz.	3/4 oz.
Size:	5"	5"

PRODUCT INFORMATION

PARKER LINE

PARKER 25B



7-026-1(3)	Fountain Pen & Ball Pen Set	\$25.00
6-026-3	Ball Pen	10.00
6-026-1	Fountain Pen	15.00

CAP: Matte black finish over Stainless Steel

CLIP: Stainless Steel

BARREL: Matte black finish over Stainless Steel

NIB: Stainless Steel

NIB POINT
SIZES: Fine, Medium

Converter installed in fountain pen,
one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

Pen and ball pen made in England,
ink cartridge and refill made in U.S.A.

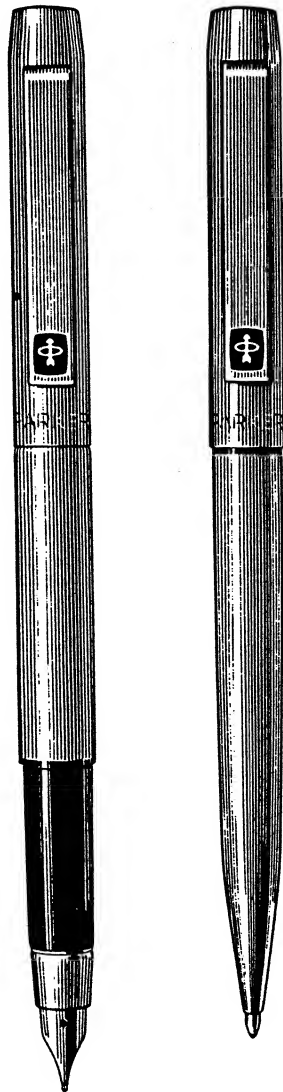
Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/2"	5-1/4"

PRODUCT INFORMATION

PARKER LINE

PARKER 25 FLIGHTER



7-023-1(3)	Fountain Pen & Ball Pen Set	\$ 20.00
6-023-3	Ball Pen	7.50
6-023-1	Fountain Pen	12.50

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Brushed Stainless Steel

NIB: Stainless Steel

NIB POINT
SIZES: Fine, Medium

Converter installed in fountain pen,
one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

Pen and ball pen made in England,
ink cartridge and refill made in U.S.A.

Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/2"	5-1/4"

PRODUCT INFORMATION
PARKER LINE

FLIGHTER CT FLOATING BALL PEN



6-633-3(6) Flighter CT
Floating Ball Pen \$ 7.50

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Brushed Stainless Steel

POINT: Black-fine

Equipped with black fine-point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Approx.

Weight: 1/2 oz.
Size: 5-1/2"

PRODUCT INFORMATION
PARKER LINE

SPECIAL FLOATING BALL PEN



6-567-3(6) Special Floating Ball Pen \$ 3.98

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Plastic

COLORS: Black, Dark Blue, Light Blue,
Red

POINT: Black-fine

Equipped with black fine-point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Approx.

Weight: 1/2 oz.
Size: 5-1/2"

1 MARCH 1979

PRODUCT INFORMATION

PARKER LINE

B-5



6-024-3 B-5 Ball Pen \$ 6.00

CAP: Black plastic with polished matte finish

CLIP: Chrome

BARREL: Black plastic with polished matte finish

BUTTON: Chrome

POINT: Black-fine

Ball pen made in England, refill made in U.S.A.

Approx.

Weight: 1/2 oz.
Size: 5-1/4"

1 MARCH 1979

14

PRODUCT INFORMATION

SPECIAL PRODUCTS

BIG RED



6-402-3(3) BIG RED Ball Pen \$2.98

CAP: Orange-Red, Black, Green, Yellow,
Red, Blue, White

CLIP: Chrome

BARREL: Orange-Red, Black, Green, Yellow,
Red, Blue, White

POINT: Blue-medium

Approx.

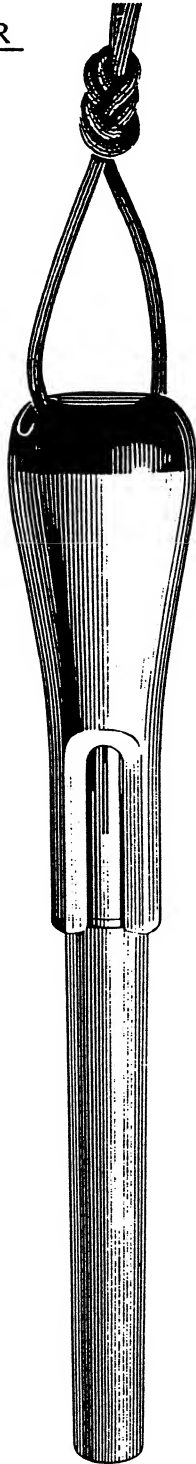
Weight: 1/2 oz.
Size: 5-1/2"

1 MARCH 1979

PRODUCT INFORMATION

SPECIAL PRODUCTS

SWINGER



6-016-3(1) Swinger Ball Pen \$ 4.00

CAP: Plastic
BARREL: Plastic
COLORS: Black, Blue, Green, Orange, Red,
White, Yellow

POINT: Blue-medium

Equipped with leather thong.

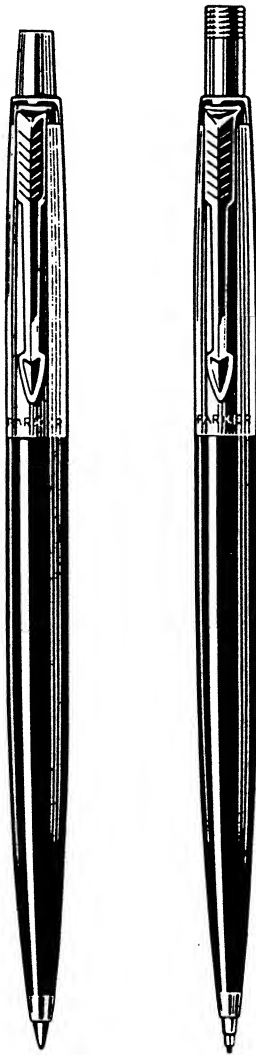
Pen made in Spain, refill made in U.S.A.

Approx.

Weight: 1/2 oz.
Size: 5-1/2"

PRODUCT INFORMATION
PARKER LINE

SPECIAL JOTTER



7-780-3(5)	Jotter Ball Pen & Cartridge Pencil Set	\$ 6.98
6-780-3	Jotter Ball Pen	3.50
6-260-5	Cartridge Pencil	3.50

CAP: Brushed Stainless Steel
 CLIP: Stainless Steel
 BARREL: Plastic
 COLORS: Black, Olive, Matador Red,
 Vista Blue, Dark Blue, White

POINT: Blue-medium (ball pen)
 Black-medium (pencil)

Approx.

Weight:	1/2 oz.	1/2 oz.
Size:	5"	5-3/8"

PRODUCT INFORMATION
PARKER LINE

PEN PARKER (Chrome Trim)

PEN PARKER (Gold Trim)



PEN PARKER CT (Chrome Trim)

8-210-9 Pen Parker CT without chain,
blue, black, red, green,
yellow, white \$3.98

PEN PARKER GT (Gold Trim)

8-212-9 Pen Parker GT (22K Gold Electroplate
trim) without chain, black or brown
ball pen \$5.98

Blue-medium refill in ball pen.

Base equipped with adhesive pad.

Approx.

Weight: 2 oz.
Size: 6-1/2 oz.

PRODUCT INFORMATION
MISCELLANEOUS

ACCESSORIES

	<u>Model</u>	<u>Retail</u>	<u>Net</u>	<u>Misc. Information</u>
6-131-8	75 Nib Assembly (14K Gold)	\$ 15.00	\$ 6.75	Acct. XF, F, M, B, Med. Stub, ** Med. Right Oblique (also see below)
6-171-8	180 Nib Assembly	15.00	6.75	XF/M, F/B
6-593-8	50 Nib Assembly	15.00	6.75	F, M, B
6-023-8	25 Nib Assembly	5.00	2.25	F, M
* 6-136-8	Ball Pen Refill, carded	1.25	.5625	Blue: XXF, XF, F, M, B Black: XXF, XF, F, M, B Red: F Green: M
* 6-108-8(6)	Floating Ball Refill	1.25	.5625	Black, Blue, Red, Green : Medium Black, Blue: Fine
* 6-107-8(6)	Stylus Refill	1.25	.5625	Black, Blue, Red, Green
* 6-105-8(6)	Super Soft Tip Refill	1.25	.5625	Black, Blue, Red, Green
* 6-119-8(5)	Super Quink Ink Cartridge 5-Pack, carded	.89	.405	Perm. Black, Red, Blue-Black Blue; Wash. Blue, Black, Green
6-125-8	45 Fountain Pen Point Assembly (Steel)	5.00	2.25	Acct., XF, F, M, B, Med. Stub
6-561-8	45/75 Fountain Pen Converter	.98	.45	Squeeze Type
* 6-196-8	Cartridge Pencil Refill	1.49	.675	Black-Medium
* 6-782-8	Bottled Ink	.98	.45	Perm. Black, Blue-Black Wash. Black, Royal Blue
6-222-8	Big Red Ball Pen Adapters	.49	.225	

(*) Order in one-dozen assortments only. See Assortments Section for assortment numbers.

(**) Special size 75 Nib Assemblies
(Available through Service Dept. at 40% discount only)

Needle	Extra Broad Executive
Steno	Fine Italic
Fine Stub	Heavy Italic
Med. Left Oblique	

PRODUCT INFORMATION
MISCELLANEOUS

LONG THIN LEAD

Lead Length	2-3/4"		Fits 75 - 45 - 51 - 61
Lead Diameter	.037	49¢ Retail Per Tube	- Classic Pencils
6-887-8	Long Thin - Soft	12	9-813-1
6-887-8	Long Thin - Medium	12	9-813-2
6-887-8	Long Thin - Firm	12	9-813-4

.037 Long Thin - fits:

- Parker 75 - 45 - 51 - 61
 - Classic Pencils
 - Cross - Sheaffer - Hallmark -
Kreiser Men's
 - Garland Single End - Scripto
- \$1.29

PRODUCT INFORMATION
MISCELLANEOUS

CARTRIDGE PENCIL LEAD REFILL



Lead Length 2"
Lead Diameter .040 \$1.49 Retail per Refill Fits Parker Cartridge Pencils

<u>Item Number</u>	<u>Description</u>	<u>See Assortment Number</u>
6-196-8	Black Lead - Medium	9-859-2 (2)

WRITEFINE ERASER

75¢ Retail per Tube of 3
Tube Item Number 6-809-8(2)



Fits Parker Pencils made since 1962
Papermate - Kreisler - Garland
Some miscellaneous
Assortment Number 9-850-1

CARTRIDGE PENCIL ERASER

75¢ Retail per Tube of 3
Tube Item Number 6-260-8(2)

Fits Parker Cartridge Pencils
Assortment Number 9-801-1

PRODUCT INFORMATION

U.S. RETAIL BOXING SCHEDULE

UNIT DESIGNATOR (A)		(B)		(C)	(D)
MODEL	PEN	PENCIL	BALL PEN	BALL PEN & PENCIL SET	FLOATING BALL
75 Presidential	0-131-815	0-131-810	0-131-810	0-131-805	0-131-620
180 Laque	0-131-620	0-130-624	0-131-620	0-131-715	
75 Sterling	0-130-173	0-131-825	0-131-710	0-131-820	
75 Ambassador	0-131-830		0-131-825		
Classic Sterling		0-131-400	0-131-400	0-131-400	
Classic Imperial		0-131-401	0-131-401	0-131-401	
Classic Flighter		0-131-402	0-131-402	0-131-402	
Place Vendome					0-131-380
Ms. Parker					0-131-610
180 Imperial	0-131-650		0-131-654		0-131-371
180 Flighter	0-131-651		0-131-655		0-131-370
45 Flighter			0-130-911	0-130-912	0-125-490
50 Flighter	0-131-560		0-131-561		0-131-562
25 Flighter	0-131-661		0-131-661		0-131-660
25B	0-131-668		0-131-659		0-131-669
B-5			0-131-930		
Special Jotter			0-130-901	0-130-903	
Cartridge Pencil		0-123-430			
Big Red			0-130-009		
Swinger			0-130-637		
Flighter CT Floating Ball					0-132-726
Special Floating Ball					0-131-250
Utility Gift Box			0-123-430		0-123-430

Fountain & Ball Pen Set

EMPTY GIFT BOXES AND DISPLAYS MUST BE ORDERED ON A SEPARATE 1500 FORM APPROVED BY YOUR REGIONAL MANAGER

**PRODUCT INFORMATION
MISCELLANEOUS**

SLOTTER BOXES

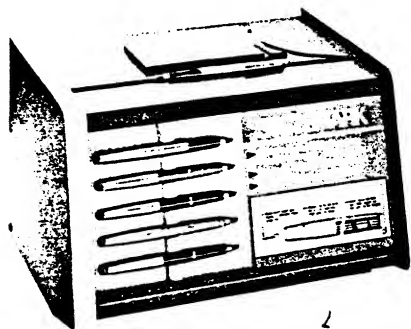
- No. 0-126-390 Slotter Box
One dozen box, holds any one dozen assortment of fountain pen merchandise.
- No. 0-126-391 Slotter Box
One half dozen box, holds any six units of fountain pen merchandise.
- No. 0-123-110 Slotter Box
One dozen box, holds any one dozen assortment of Jotter merchandise.
- No. 0-123-114 Slotter Box
One half dozen box, holds any six units of Jotter merchandise.
- No. 0-123-170 Slotter Box
One dozen box, holds any one dozen units of cap action ball pen merchandise.
- No. 0-123-330 Slotter Box
One dozen box, holds any one dozen cartridge pencils.
- No. 0-130-371 Slotter Box
12 Pack "Organizer" Sleeve. Holds one dozen standard wholesale line boxes.
- No. 0-130-215 Slotter Box
One half dozen, holds one half-dozen Pen Parkers.
- No. 0-130-655 Slotter Box
One half dozen box, holds one half-dozen Swingers.

These are not standard assortments. Specify this packing when desired for open stock or for use as trays.

EMPTY REFILL CARDS

- No. 0-126-652 "Blue-medium" card
- No. 0-126-650 Blank ball pen refill card (for other ink color/point size combinations)
- No. 0-126-653 Cartridge pencil refill card
- No. 0-131-455 Blank Floating Ball refill card

PERMANENT MERCHANDISERS



**SYSTEMARK DECISION MAKER
DEMONSTRATOR DISPLAY**

ASSORT. 9-068-2

- 24 \$ 3.98 Special Floating Ball pens
- 6 \$ 7.50 Flighter CT Floating Ball pens

List Price . . . \$141.00



**THE BIG SHOW-OFF DISPLAY
HOLDS 10 PENS AND 8 GIFT BOXED ITEMS
IN FRONT. STORAGE SPACE IN REAR.**

ASSORT. 9-951-2(4)

- 36 \$ 3.50 Special Jotter ball pens
- 6 \$ 2.98 Big Red ball pens
- 6 \$ 7.50 Flighter CT Floating ball pens
- 6 \$ 6.98 Special Jotter-Cartridge pencil sets
- 6 \$ 7.50 45 Flighter ball pens
- \$ 1.25 Ball pen refills

List Price . . . \$351.00



THE SHOW-OFF DISPLAY

ASSORT. 9-955-2(4)

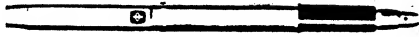
- 36 \$ 3.50 Special Jotter ball pens
- 6 \$ 2.98 Big Red ball pens
- 6 \$ 7.50 Flighter CT Floating ball pens
- 6 \$ 6.98 Special Jotter-Cartridge pencil sets
- 6 \$ 7.50 45 Flighter ball pens

List Price . . . \$276.00

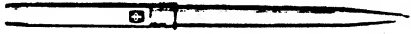
PARKER
Dealer Price List

PARKER 25 PENS AND SETS

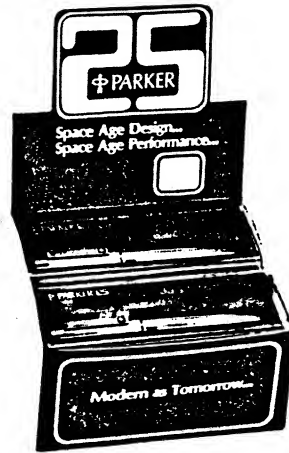
\$12.50
PARKER 25 FLIGHTER
FOUNTAIN PEN
6-023-1



\$7.50
PARKER 25 FLIGHTER
BALL PEN
6-023-3



\$20.00
PARKER 25 FLIGHTER
FOUNTAIN PEN
& BALL PEN SET
7-023-1(3)



ASSORT. 9-136-2

6 fountain pen &
ball pen sets

List Price . . . \$120.00

ASSORT. 9-406-2

6 ball pens

List Price . . . \$45.00

ASSORT. 9-126-2

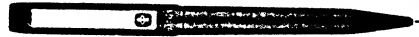
6 fountain pens

List Price . . . \$75.00

\$15.00
PARKER 25B
FOUNTAIN PEN
6-026-1



\$10.00
PARKER 25B
BALL PEN
6-026-3



\$25.00
PARKER 25B
FOUNTAIN PEN
& BALL PEN SET
7-026-1(3)



ASSORT. 9-166-2

6 fountain pen &
ball pen sets

List Price . . . \$150.00

ASSORT. 9-416-2

6 ball pens

List Price . . . \$60.00

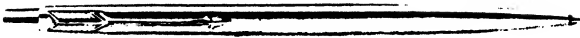
ASSORT. 9-146-2

6 fountain pens

List Price . . . \$90.00

PARKER CLASSIC FLIGHTER PENS AND SETS

\$7.50
PARKER CLASSIC
FLIGHTER
BALL PEN
6-526-3



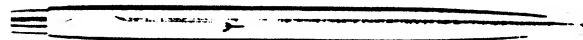
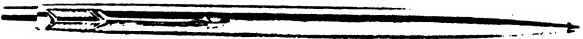
ASSORT. 9-321-2

12 gift boxed in
counter display

List Price . . . \$90.00



\$15.00
PARKER CLASSIC
FLIGHTER
BALL PEN &
PENCIL SET
7-526-3(4)



ASSORT. 9-322-2

12 gift boxed in
counter display

List Price . . . \$180.00



ASSORT. 9-322-6

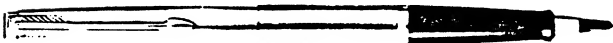
6 gift boxed in
counter display

List Price . . . \$90.00



PARKER FLOATING BALL PENS

\$7.50
PARKER FLIGHTER CT
FLOATING BALL PEN
6-633-3(6)



ASSORT. 9-012-2(2)

12 gift boxed in
counter display,
blue ink

List Price . . . \$90.00

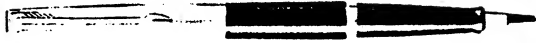
ASSORT. 9-011-2(9)

12 gift boxed in
counter display,
black ink

List Price . . . \$90.00

PARKER
Dealer Price List

\$3.98
PARKER SPECIAL
FLOATING BALL PEN
6-567-3(6)



ASSORT. 9-042-2(1)

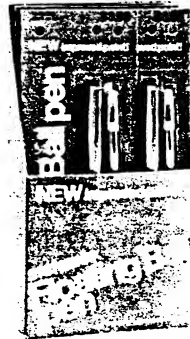
12 gift boxed in
counter display,
black ink



ASSORT. 9-042-2(2)

12 gift boxed in
counter display,
blue ink

List Price . . . \$48.00



ASSORT. 9-042-3(1)

12 carded in
counter display,
black ink



ASSORT. 9-042-3(2)

12 carded in
counter display,
blue ink

List Price . . . \$48.00

ASSORT. 9-046-3(1)

6 carded in
counter display,
black ink

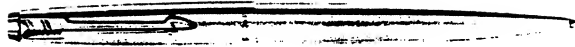
ASSORT. 9-046-3(2)

6 carded in
counter display,
blue ink

List Price . . . \$24.00

PARKER 45 FLIGHTER PENS AND SETS

\$7.50
PARKER 45 FLIGHTER
BALL PEN
6-864-3



ASSORT. 9-366-2

6 gift boxed in
counter display

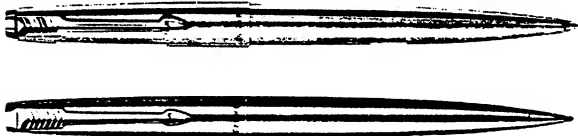


ASSORT. 9-366-3

6 carded in
counter display

List Price . . . \$45.00

\$15.00
PARKER 45 FLIGHTER
BALL PEN & PENCIL SET
7-864-3(4)



ASSORT. 9-376-2

6 gift boxed in
counter display

List Price . . . \$90.00

PARKER
Dealer Price List

B-5 BALL PENS

\$6.00
B-5 BALL PEN
6-024-3



ASSORT. 9-946-1

36 slotter boxed
with display

List Price . . . \$216.00



ASSORT. 9-432-2 ASSORT. 9-432-1

12 gift boxed in counter display 12 slotter boxed

List Price . . . \$72.00

JOTTER BALL PENS

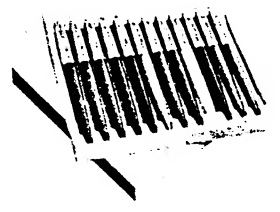
\$3.50
JOTTER
BALL PEN
6-780-3



ASSORT. 9-302-4

12 in counter
display

List Price . . . \$42.00



ASSORT. 9-302-1

12 bulk packed



ASSORT. 9-302-2

12 gift boxed in
counter display

List Price . . . \$42.00



ASSORT. 9-302-3

12 carded in
counter display

ASSORT. 9-306-3

6 carded in
counter display

List Price . . . \$21.00

JOTTER CARTRIDGE PENCILS

\$3.50
CARTRIDGE
PENCIL
6-260-5



ASSORT. 9-502-1

12 bulk packed



ASSORT. 9-502-3

12 carded in
counter display

List Price . . . \$42.00

ASSORT. 9-506-3

6 carded in
counter display

List Price . . . \$21.00

JOTTER BALL PEN & PENCIL SETS

\$6.98
JOTTER BALL PEN
& CARTRIDGE
PENCIL SET
7-780-3(5)



ASSORT. 9-356-2

6 gift boxed in
counter display



ASSORT. 9-356-3

6 carded in
counter display

List Price . . . \$42.00

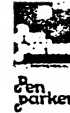
ASSORT. 9-352-2 12 gift boxed in counter display. List Price . . . \$84.00

PARKER
Dealer Price List

\$3.98
PEN PARKER
DESK SET (Chrome Trim)
8-210-9



8-210-9
without chain
gift boxed
\$3.98



ASSORT. 9-761-1

12 without chain,
black, gift boxed

List Price . . . \$48.00



ASSORT. 9-761-2

12 without chain,
assorted colors,
gift boxed

List Price . . . \$48.00



\$5.98
PEN PARKER
DESK SET (Gold Trim)
8-212-9

Black Jotter desk pen
(brown optional
upon request)



8-212-9
without chain,
gift boxed
\$5.98



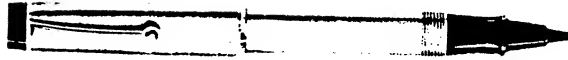
ASSORT. 9-761-4

12 without chain,
gift boxed

List Price . . . \$72.00



\$2.98
BIG RED
BALL PEN
6-402-3(2)



ASSORT. 9-332-1

12 bulk packed

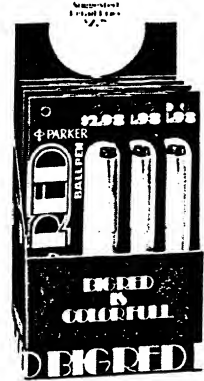
List Price . . . \$36.00



ASSORT. 9-332-2(6)

12 assorted colors, gift
boxed in counter display

List Price . . . \$36.00



ASSORT. 9-332-3(6)

12 carded in
counter display

List Price . . . \$36.00



\$4.00
SWINGER BALL PEN
6-016-3(1)



ASSORT. 9-936-1

48 assorted colors,
bulk packed with
gift boxes

List Price . . . \$192.00



ASSORT. 9-362-2

12 assorted colors,
in counter display

List Price . . . \$48.00

PARKER REFILLS

Ball pen refills

Twelve carded \$1.25 ball pen refills in shelf pack. Specify one color and point size per assortment.

Blue-broad	9-849-2	Black-broad	9-849-1
Blue-medium	9-847-2	Black-medium	9-847-1
Blue-fine	9-845-2	Black-fine	9-845-1
Blue-extra fine	9-843-2	Black-extra fine	9-843-1
Blue-extra-extra-fine	9-841-2	Black-extra-extra-fine	9-841-1
Green-medium	9-847-4	Red-fine	9-845-3

List Price:
\$15.00

Fits all Parker ball pens except Systemark.

Also available: Assort. 9-848-2 — 8 Blue-medium, 4 Blue-fine



Systemark refills

Twelve carded \$1.25 Systemark refills. Specify one color per assortment. Fits all Parker Floating ball pens, all Parker soft tip pens, all Big Red pens.

Floating Ball

Black-medium	9-870-1
Blue-medium	9-870-2
Red-medium	9-870-3
Green-medium	9-870-4
Black-fine	9-875-1
Blue-fine	9-875-2

Stylus

Black	9-871-1
Blue	9-871-2
Red	9-871-3
Green	9-871-4

Super Soft Tip

Black	9-872-1
Blue	9-872-2
Red	9-872-3
Green	9-872-4

List Price:
\$15.00

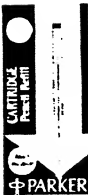


Cartridge Pencil refills

Twelve carded \$1.49 Cartridge Pencil refills in shelf pack.

Black-medium lead	9-859-2(2)
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List Price:
\$18.00



PARKER INK, LEADS & ERASERS



Super Quink ink cartridges

Twelve carded \$.89 Super Quink ink cartridge 5-packs in shelf pack. Specify one ink color per assortment.

Permanent Blue	9-810-2	Washable Green	9-810-4	List Price: \$10.80
Permanent Black	9-810-1	Permanent Red	9-810-3	
Permanent Blue-black	9-810-7	Washable Blue	9-810-6	
		Washable Black	9-810-5	



Super Quink bottled ink

Twelve \$.98 2½ oz. unbreakable, lightweight bottles in carton. Specify one ink color per assortment.

Permanent Black	9-830-1	Washable Blue	9-830-6	List Price: \$12.00
Permanent Blue-black	9-830-7	Washable Black	9-830-5	

Leads

Twelve \$.49 tubes in counter display. 27" of lead per tube. Specify one kind per assortment.

Long thin-soft	9-813-1
Long thin-medium	9-813-2
Long thin-firm	9-813-4

List Price . . . \$6.00



Cartridge pencil erasers

9-801-1 Twelve \$.75 tubes in shelf-pack, 3 erasers per tube.

Fits all Parker cartridge pencils.

List Price . . . \$9.00

Erasers

Twelve \$.75 tubes in counter display. 3 erasers per tube.

Writefine 9-850-1

List Price . . . \$9.00



Effective 1 March 1979

PRODUCT AND ASSORTMENT PRICES, NUMBERS AND DESCRIPTIONS

ITEM	LIST PRICE	NUMBER	PACK	DESCRIPTION
PARKER LINE				
75 STERLING	\$ 60.00	6-131-1		75 Sterling fountain pen (solid sterling silver)
	30.00	6-141-3		75 Sterling ball pen
	30.00	6-131-4		75 Sterling pencil
	90.00	7-131-1(4)		75 Sterling fountain pen and pencil
	90.00	7-131-1(3)		75 Sterling fountain pen and ball pen
	60.00	7-141-3(4)		75 Sterling ball pen and pencil
180				
180 IMPERIAL	\$ 50.00	6-562-1		180 Imperial fountain pen (22K gold electroplate)
	27.50	6-562-3		180 Imperial ball pen
	30.00	6-562-3(6)		180 Imperial Floating Ball pen
	77.50	7-562-1(3)		180 Imperial fountain pen and ball pen
180 FLIGHTER	\$ 35.00	6-561-1		180 Flighter fountain pen (brushed stainless steel)
	12.50	6-561-3		180 Flighter ball pen
	15.00	6-632-3(6)		180 Flighter Floating Ball pen
	47.50	7-561-1(3)		180 Flighter fountain pen and ball pen
50 FLIGHTER				
	\$ 25.00	6-651-1		50 Flighter fountain pen (brushed stainless steel, 22K gold electroplate trim)
	15.00	6-651-3		50 Flighter ball pen
	40.00	7-651-1(3)		50 Flighter fountain pen and ball pen
MS. PARKER				
	\$ 25.00	6-650-3(6)		Ms. Parker by Pucci Floating Ball pen, decorative ring design in 22K gold electroplate
CLASSIC				
STERLING	\$ 25.00	6-527-3		Classic Sterling ball pen (solid sterling silver)
	25.00	6-527-4		Classic Sterling pencil
	50.00	7-527-3(4)		Classic Sterling ball pen and pencil
IMPERIAL	\$ 20.00	6-544-3		Classic Imperial ball pen (22K gold electroplate)
	20.00	6-544-4		Classic Imperial pencil
	40.00	7-544-3(4)		Classic Imperial ball pen and pencil
FLIGHTER	\$ 7.50	6-526-3		Classic Flighter ball pen (brushed stainless steel)
	7.50	6-526-4		Classic Flighter pencil
	15.00	7-526-3(4)		Classic Flighter ball pen and pencil



PRODUCT AND ASSORTMENT PRICES, NUMBERS AND DESCRIPTIONS

ITEM	LIST PRICE	NUMBER	PACK	DESCRIPTION	U.P.C. NO.
PARKER LINE (Continued)					
FLOATING BALL					
FLIGHTER CT FLOATING BALL PEN	\$ 90.00	9-012-2(2)	12	Flighter CT Floating Ball pens (brushed stainless steel, with white metal trim), blue ink, gift-boxed in shipper/dispenser	
	90.00	9-011-2(9)	12	Flighter CT Floating Ball pens, black ink, gift boxed in shipper/dispenser	
	7.50	6-633-3(6)	1	Flighter CT Floating Ball pen, gift-boxed	
SPECIAL	\$ 48.00	9-042-2(1)	12	Special Floating Ball pens, black ink, gift-boxed in shipper/dispenser	
	48.00	9-042-2(2)	12	Special Floating Ball pens, blue ink, gift-boxed in shipper/dispenser	
	48.00	9-042-3(1)	12	Special Floating Ball pens, black ink, carded in shipper	
	48.00	9-042-3(2)	12	Special Floating Ball pens, blue ink, carded in shipper	
	24.00	9-046-3(1)	6	Special Floating Ball pens, black ink, carded in shipper	
	24.00	9-046-3(2)	6	Special Floating Ball pens, blue ink, carded in shipper	
	4.00	6-567-3(6)	1	Special Floating Ball pen, boxed	7140256736
45 FLIGHTER					
	\$ 45.00	9-366-2	6	45 Flighter ball pens, gift-boxed in display	
	45.00	9-366-3	6	45 Flighter ball pens, carded in shipper/dispenser	
	90.00	9-376-2	6	45 Flighter ball pen and pencil sets, gift-boxed in display	
	7.50	6-864-3	1	45 Flighter ball pen, boxed	7140286430
	7.50	6-110-4	1	45 Flighter pencil, bulk	
	15.00	7-864-3(4)	1	45 Flighter ball pen and pencil, gift-boxed	
25 FLIGHTER					
FOUNTAIN PEN AND BALL PEN SET	\$120.00	9-136-2	6	25 Flighter fountain pen and ball pen sets (stainless steel), gift-boxed in shipper/dispenser	
	20.00	7-023-1(3)	1	25 Flighter fountain pen and ball pen, gift-boxed	
FOUNTAIN PEN	\$ 75.00	9-126-2	6	25 Flighter fountain pens, gift-boxed in shipper/dispenser	
	12.50	6-023-1	1	25 Flighter fountain pen, gift-boxed	
BALL PEN	\$ 45.00	9-406-2	6	25 Flighter ball pens, gift-boxed in shipper/dispenser	
	7.50	6-023-3	1	25 Flighter ball pen, gift-boxed	
25B					
FOUNTAIN PEN AND BALL PEN SET	\$150.00	9-166-2	6	25B fountain pen and ball pen sets (matte black), gift-boxed in shipper/dispenser	
	25.00	7-026-1(3)	1	25B fountain pen and ball pen, gift-boxed	
FOUNTAIN PEN	\$ 90.00	9-146-2	6	25B fountain pens, gift-boxed in shipper/dispenser	
	15.00	6-026-1	1	25B fountain pen, gift-boxed	
BALL PEN	\$ 60.00	9-416-2	6	25B ball pens, gift-boxed in shipper/dispenser	
	10.00	6-026-3	1	25B ball pen, gift-boxed	



PRODUCT AND ASSORTMENT PRICES, NUMBERS AND DESCRIPTIONS

ITEM	LIST PRICE	NUMBER	PACK	DESCRIPTION	U.P.C. NO.
PARKER LINE (Continued)					
JOTTER					
BALL PEN	\$ 42.00	9-302-1	12	Jotter ball pens, slotter-boxed	
	42.00	9-302-2	12	Jotter ball pens, gift-boxed in display	
	42.00	9-302-3	12	Jotter ball pens, carded in shipper/dispenser	
	42.00	9-302-4	12	Jotter ball pens, bulk-packed in display	
	21.00	9-306-3	6	Jotter ball pens, carded in shipper/dispenser	
	3.50	6-780-3	1	Jotter ball pen, boxed or bulk	7140278030
BALL PEN AND PENCIL SET	\$ 84.00	9-352-2	12	Jotter ball pen and cartridge pencil sets, gift-boxed in display	
	42.00	9-356-2	6	Jotter ball pen and cartridge pencil sets, gift-boxed in display	
	42.00	9-356-3	6	Jotter ball pen and cartridge pencil sets, carded in shipper/dispenser	
	7.00	7-780-3(5)	1	Jotter ball pen and cartridge pencil set, boxed	7140278035
CARTRIDGE PENCIL	\$ 42.00	9-502-1	12	Cartridge pencils, slotter-boxed	
	42.00	9-502-3	12	Cartridge pencils, carded in shipper/dispenser	
	21.00	9-506-3	6	Cartridge pencils, carded in shipper/dispenser	
	3.50	6-260-5	1	Cartridge pencil, bulk	7140226050
B-5					
BALL PEN	\$216.00	9-946-1	36	B-5 ball pens (matte black), slotter-boxed with display	
	72.00	9-432-1	12	B-5 ball pens, slotter-boxed	
	72.00	9-432-2	12	B-5 ball pens, gift-boxed in shipper/dispenser	
	6.00	6-024-3	1	B-5 ball pen, boxed	
PEN PARKER					
CHROME TRIM	\$ 48.00	9-761-1	12	Pen Parker desk sets, black, gift-boxed in display	
	48.00	9-761-2	12	Pen Parker desk sets, assorted colors, gift-boxed in display	
	4.00	8-210-9	1	Pen Parker desk set, gift-boxed	7140282109
GOLD TRIM	\$ 72.00	9-761-4	12	Pen Parker GT desk sets, gift-boxed in display	
	6.00	8-212-9	1	Pen Parker GT (22K gold electroplate trim), black or brown ball pen	7140282120



PRODUCT AND ASSORTMENT PRICES, NUMBERS AND DESCRIPTIONS

ITEM	LIST PRICE	NUMBER	PACK	DESCRIPTION	U.P.C. NO.
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MULTI-PRODUCT ASSORTMENTS

\$210.00	9-067-9			Parker Floating Ball Display	
351.00	9-951-2(4)			The Big Show Off Display with merchandise	
276.00	9-955-2(4)			The Show Off Display with merchandise	
300.00	9-978-2			Sizzler Display with merchandise	
141.00	9-068-2			Systemark Decision Maker demonstrator display	

SPECIAL PRODUCTS LINE

BIG RED

BALL PEN	\$ 36.00	9-332-2(6)	12	Big Red ball pens, gift-boxed in shipper/dispenser	
	36.00	9-332-3(6)	12	Big Red ball pens, carded in shipper/dispenser	
	3.00	6-402-3(3)	1	Big Red ball pen, boxed or carded	7140240232

SWINGER

BALL PEN	\$192.00	9-936-1	48	Swinger ball pens, slotter-boxed with display	
	48.00	9-362-1	12	Swinger ball pens, shipper/dispenser	
	4.00	6-016-3(1)	1	Swinger ball pen, boxed	

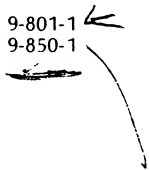
SERVICE LINE

BALL PEN	\$ 15.00	9-848-2	12	8 blue medium, 4 blue fine	7140213680
REFILL (carded)	15.00	9-849-2	12	Blue broad	
\$1.25 ea.	15.00	9-847-2	12	Blue medium	
	15.00	9-945-2	12	Blue fine	
	15.00	9-843-2	12	Blue extra-fine	
	15.00	9-841-2	12	Blue extra-extra-fine	
	15.00	9-849-1	12	Black broad	
	15.00	9-847-1	12	Black medium	
	15.00	9-845-1	12	Black fine	
	15.00	9-843-1	12	Black extra-fine	
	15.00	9-841-1	12	Black extra-extra-fine	
	15.00	9-845-3	12	Red fine	
	15.00	9-847-4	12	Green medium	
SYSTEMARK	\$ 15.00	9-870-1	12	Floating Ball, black medium	7140200486
REFILL (carded)	15.00	9-870-2	12	Floating Ball, blue medium	
\$1.25 ea.	15.00	9-870-3	12	Floating Ball, red medium	
	15.00	9-870-4	12	Floating Ball, green medium	
	15.00	9-875-1	12	Floating Ball, black fine	
	15.00	9-875-2	12	Floating Ball, blue fine	
	\$ 15.00	9-871-1	12	Stylus, black	
	15.00	9-871-2	12	Stylus, blue	
	15.00	9-871-3	12	Stylus, red	7140200386
	15.00	9-871-4	12	Stylus, green	
	\$ 15.00	9-872-1	12	Super Soft Tip, black	
	15.00	9-872-2	12	Super Soft Tip, blue	
	15.00	9-872-3	12	Super Soft Tip, red	7140200286
	15.00	9-872-4	12	Super Soft Tip, green	
	\$ 90.00	9-873-9(1)	72	48 Floating Ball (24 blue-fine, 24 black-fine), 12 black Super Soft Tip, 12 black Stylus	

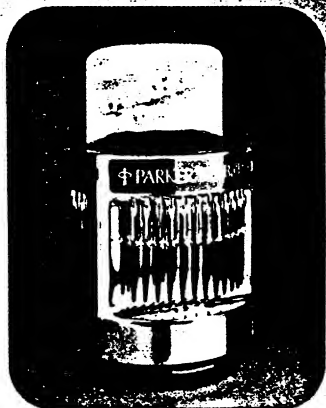
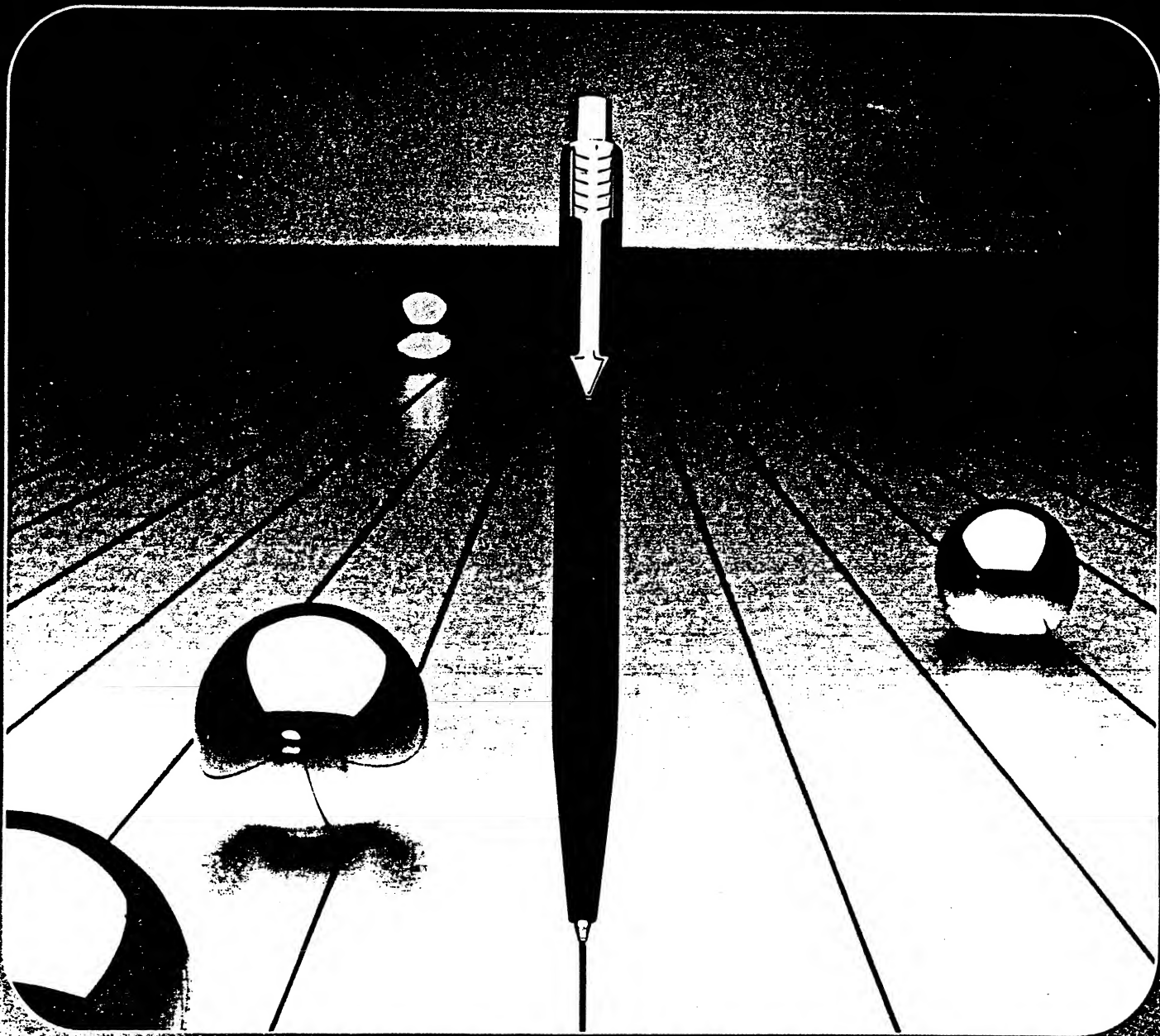


PRODUCT AND ASSORTMENT PRICES, NUMBERS AND DESCRIPTIONS

ITEM	LIST PRICE	NUMBER	PACK	DESCRIPTION	U.P.C. NO.
SERVICE LINE (Continued)					
CARTRIDGE PENCIL REFILL (carded) \$1.49 ea.	\$ 18.00	9-859-2(2)	12	Black medium	7140219680
SUPER QUINK	\$ 10.80	9-810-1	12	Permanent black	7140211985
INK CARTRIDGE	10.80	9-810-2	12	Permanent blue	
5-PACK	10.80	9-810-3	12	Permanent red	
(carded)	10.80	9-810-4	12	Washable green	
89¢ ea.	10.80	9-810-5	12	Washable black	
	10.80	9-810-6	12	Washable blue	
	10.80	9-810-7	12	Permanent blue-black	
SUPER QUINK	\$ 12.00	9-830-1	12	Permanent black	
BOTTLED INK	12.00	9-830-5	12	Washable black	
(2½ oz. bottles)	12.00	9-830-6	12	Washable blue	
98¢ ea.	12.00	9-830-7	12	Permanent blue-black	
LEADS	\$ 6.00	9-813-1	12	Long thin-soft	
(12 tubes	6.00	9-813-2	12	Long thin-medium	
per carton)	6.00	9-813-4	12	Long thin-firm	
49¢ ea.					
ERASERS	\$ 9.00	9-801-1	12	Cartridge pencil erasers	
(three erasers per tube)	9.00	9-850-1	12	Writefine pencil erasers	
75¢ ea.					



PARKER B-5



Bold, Black and New.
PARKER B-5 BALL PEN
\$6.00

High-Tech performance
writes fine... writes long...
writes black.

 **PARKER**

PARKER B-5



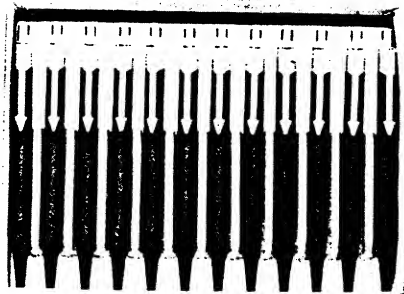
9½" x 4¾" x 7½"
Weight 2 lb., 9 oz.

Assortment No. 9-432-2
12 \$6.00 Parker B-5
ball pens, gift-boxed.
List Price . . . \$72.00



10¼" x 10¼" x 11"
Weight 6 lb.

Assortment No. 9-946-1
36 \$6.00 Parker B-5 ball pens
in a revolving, pilfer-proof display.
List Price (display free) . . . \$216.00



Assortment No. 9-432-1
12 \$6.00 Parker B-5 ball pens,
slotter boxed.
List Price . . . \$72.00

 PARKER

PARKER 25



Parker 25 Flighter Fountain Pen

Parker 25 Flighter Ball Pen

Parker 25B Fountain Pen

Parker 25B Ball Pen



New...

- European styled
- Choice of Space Age finishes—matte black and stainless steel

PARKER 25 FOUNTAIN PEN
Contemporary, highly functional design.

BALL PEN
Uses Parker's famous long-writing refill.

 **PARKER**

PARKER 25B

European styled... matte black finish
 Fountain Pen—\$15.00 Ball Pen—\$10.00



Assortment No. 9-146-2
 6 \$15.00 Parker 25B
 fountain pens.
 List Price ... \$90.00



Assortment No. 9-416-2
 6 \$10.00 Parker 25B ball pens.
 List Price ... \$60.00



Assortment No. 9-166-2
 6 \$25.00 Parker 25B
 fountain pen & ball pen sets.
 List Price ... \$150.00

PARKER 25 FLIGHTER

Modern as Tomorrow... stainless steel
 Fountain Pen—\$12.50 Ball Pen—\$7.50



Assortment 9-126-2
 6 \$12.50 Parker 25 Flighter
 fountain pens.
 List Price ... \$75.00



Assortment No. 9-406-2
 6 \$7.50 Parker 25 Flighter
 ball pens.
 List Price ... \$45.00



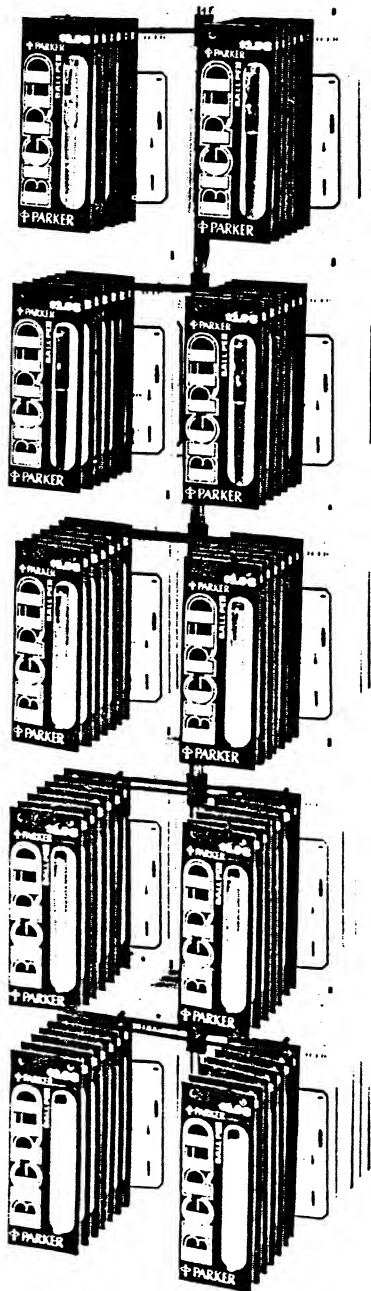
Assortment No. 9-136-2
 6 \$20.00 Parker 25 Flighter
 fountain pen & ball pen sets.
 List Price ... \$120.00

Display dimensions: 1 3/4" x 6 1/2" x 5 1/2"
 Weight 1 lb. 4 oz.



**BIG RED IS
COLOR
FULL**
REGULARLY \$2.98
NOW ONLY

Fast-moving **BIG RED** Ball Pen **\$2.98**

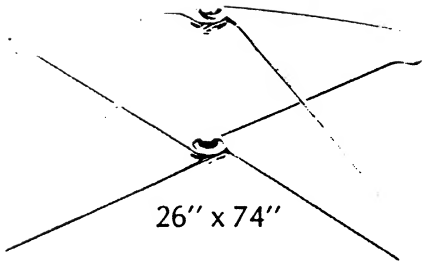


Assortment No. 9-989-3(6)

144 pens, assorted colors, carded on floor stand display.

List price . . . \$432.00

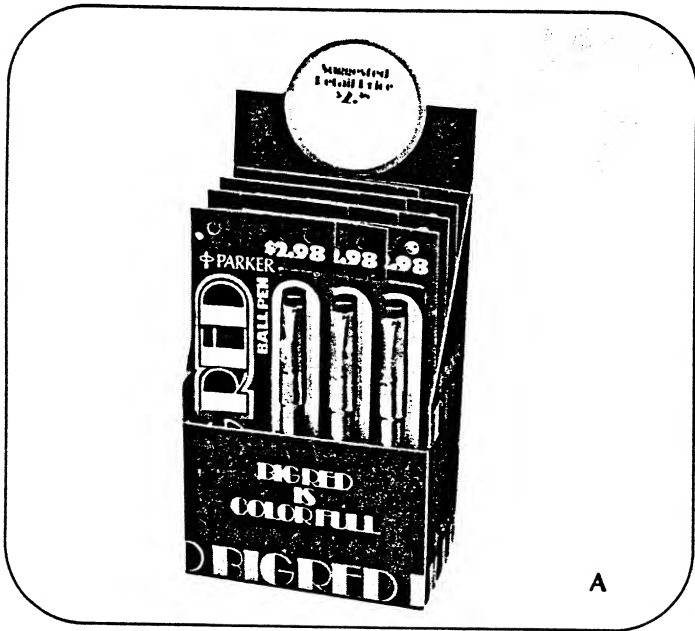
- Only 26 inches wide at base
- 74 inches high complete with header
- Sets up in seconds
- Shipping weight 18 lbs.



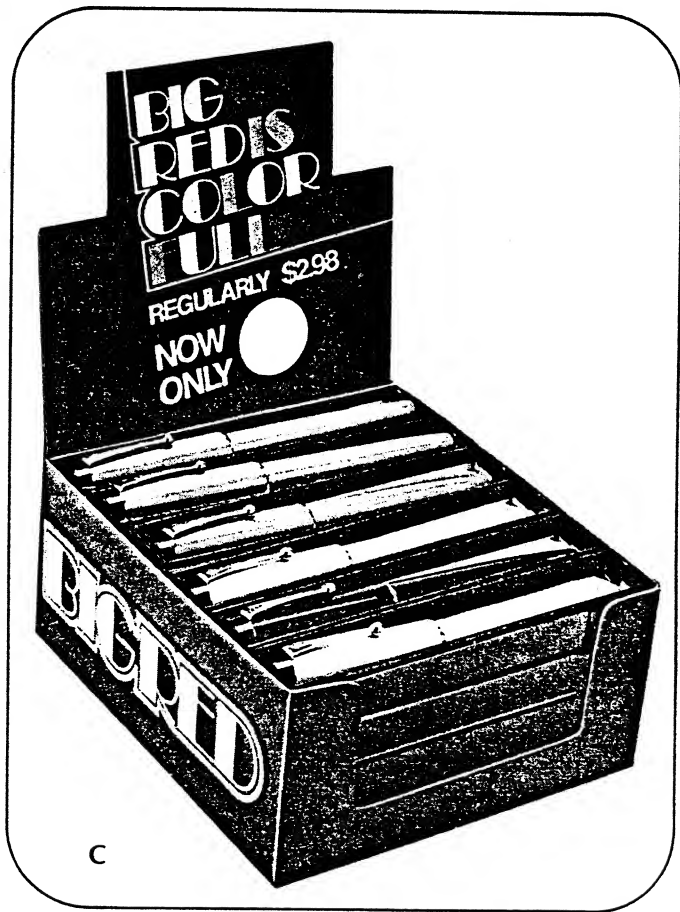
26" x 74"

BIG RED

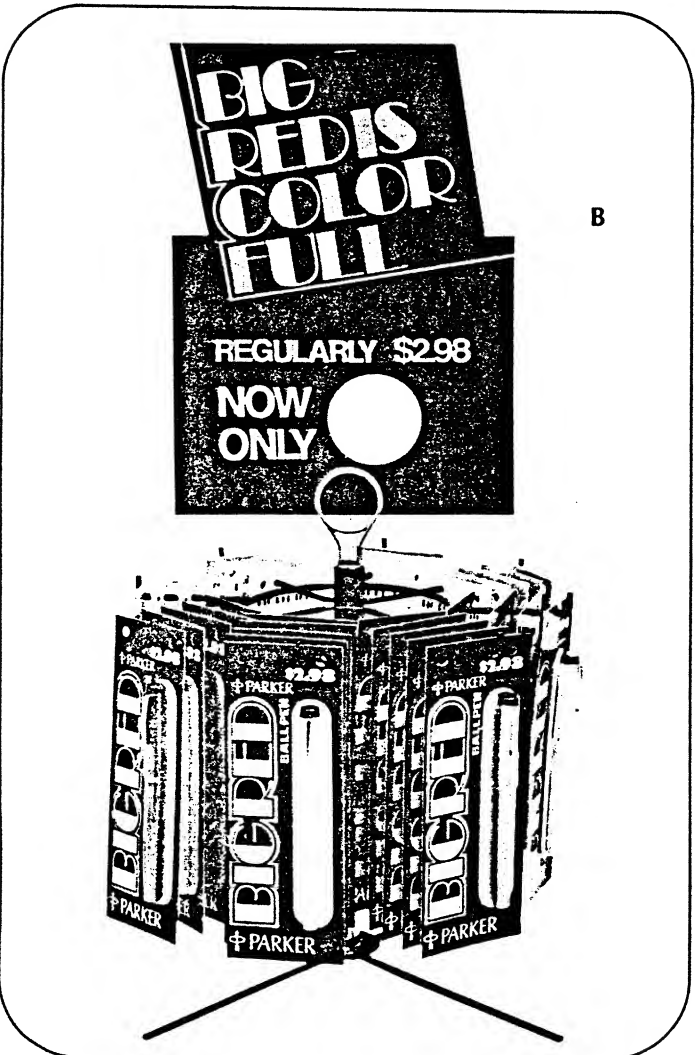
Ball Pen Assortments



A



C



B

A. Assortment No. 9-332-3(6)

12 pens, assorted colors, carded in shelf-pack dispenser.

Shipping weight: 12 oz.

Display dimensions: 12" x 5" x 7"

List price . . . \$36.00

B. Assortment No. 9-984-3

48 pens, assorted colors, carded on wire rack.

Shipping weight: 6 lbs.

Display dimensions: 25½" x 11"

List price . . . \$144.00

C. Assortment No. 9-334-2

24 pens, assorted colors, gift boxed in shipper-dispenser.

Shipping weight: 2½ lbs.

Display dimensions: 8¼" x 6½" x 6"

List price . . . \$72.00



PARKER 75 PENS

IN STERLING SILVER

A Sterling silver
ball pen & pencil set

71413(4) \$60.00

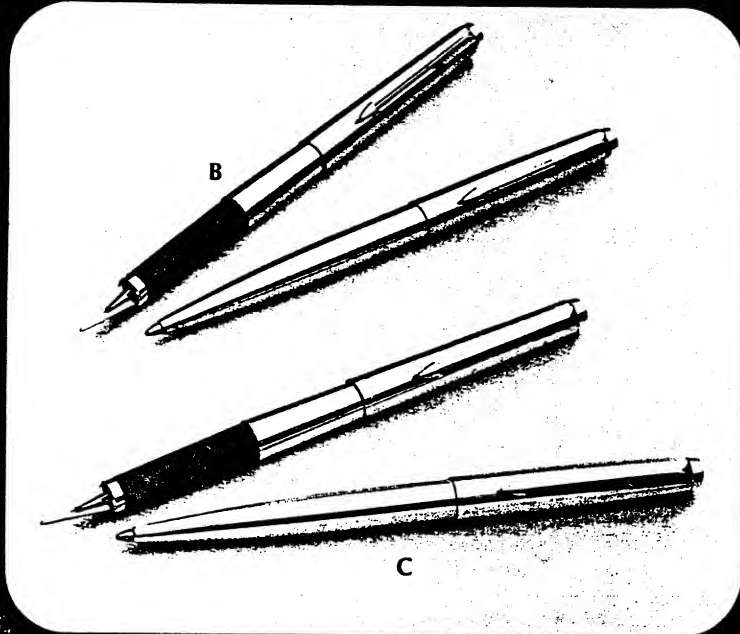
pen only
61311 \$60.00

ball pen only
61413 \$30.00

pencil only
61314 \$30.00

PARKER PENS ARE CONVERTIBLE

Use economical bottle filling or convenient
ink cartridges.



PARKER 180



One pen. One point. Two ways to write.

PARKER 180 PENS—write in two widths

B Flighter convertible
pen & ball pen set
(brushed stainless
steel).

75611(3) \$47.50

pen only
65611 \$35.00

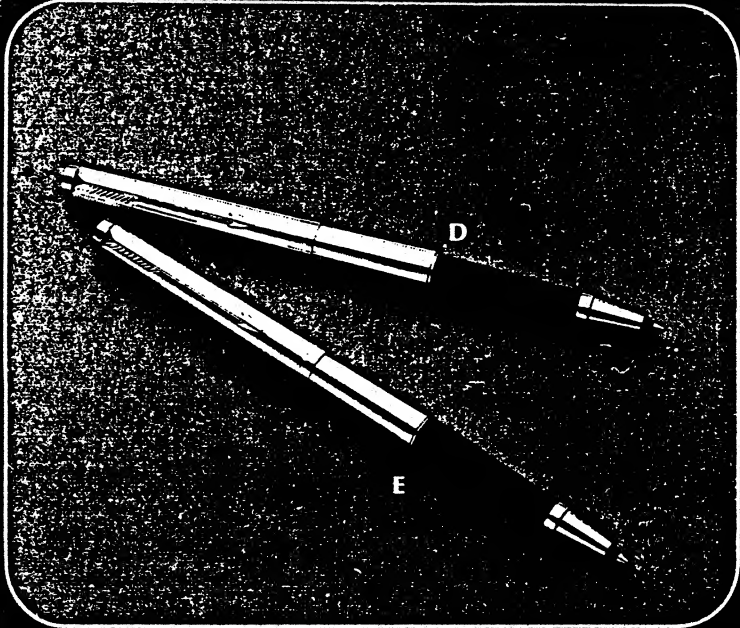
ball pen only
65613 \$12.50

C Imperial convertible
pen & ball pen set (22K
gold electroplate).

75621(3) \$77.50

pen only
65621 \$50.00

ball pen only
65623 \$27.50



PARKER 180 FLOATING BALL PENS

Improved point. Write better, longer than any
other liquid ink ball pens.

D Imperial Floating Ball
Pen (22K gold electro-
plate).

65623(6) \$30.00

E Flighter Floating Ball
Pen (brushed stainless
steel with 22K gold
electroplate trim).

66323(6) \$15.00



PARKER CLASSIC

SLIM BALL PENS

A Flighter ball pen & pencil set (brushed stainless steel).

75263(4) \$15.00

ball pen only 65263 \$7.50

pencil only 65264 \$7.50

C Imperial (22K gold electroplate) ball pen & pencil set.

75443(4) \$40.00

ball pen only 65443 \$20.00

pencil only 65444 \$20.00

B Sterling silver ball pen & pencil set.

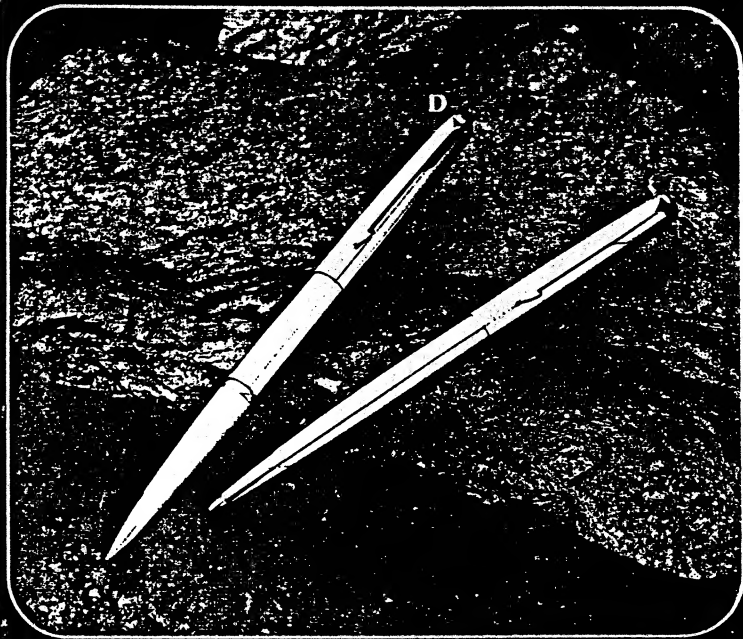
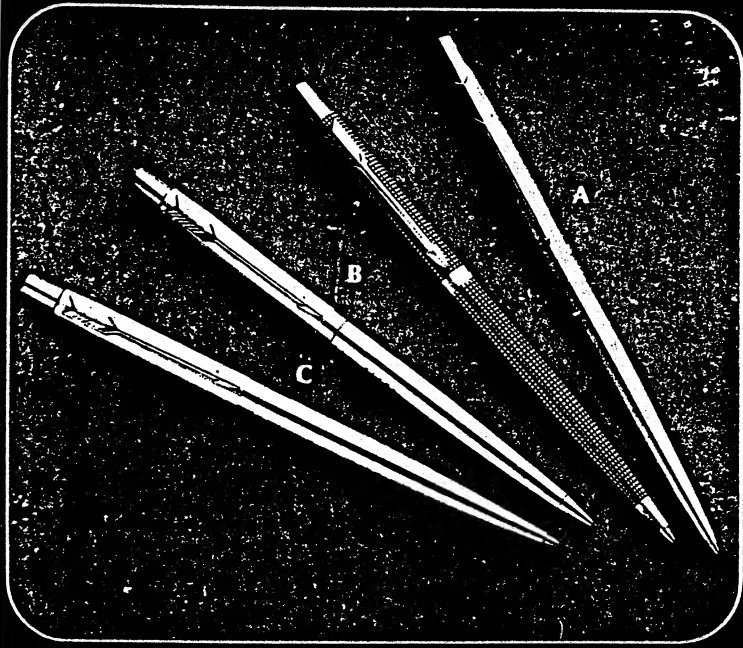
75273(4) \$50.00

ball pen only 65273 \$25.00

pencil only 65274 \$25.00

PARKER BALL PENS WRITE LONGER

Silhouette slim, yet hold the big Parker refills that write better months longer.



PARKER 50 FLIGHTER PENS

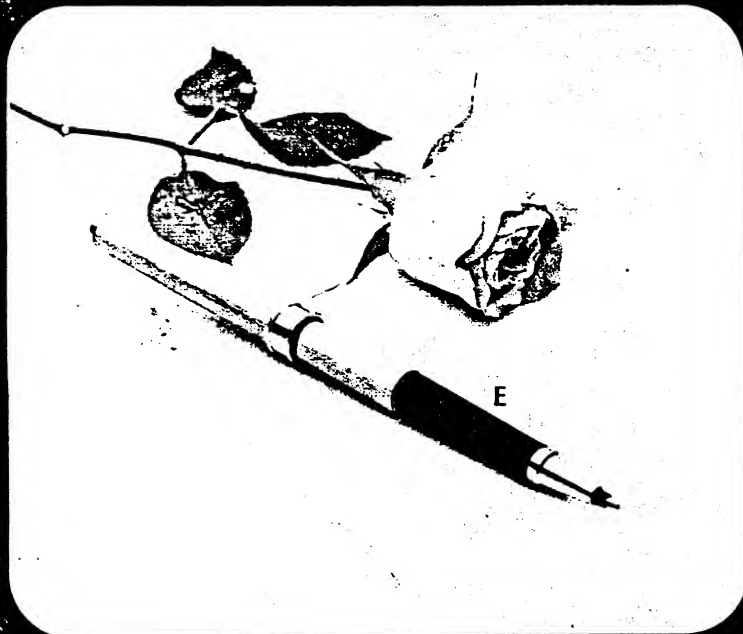
DURABLE, CONTEMPORARY

A Parker 50 fountain pen & ball pen set in stainless steel

76511(3) \$40.00

pen only 66511 \$25.00

ball pen only 66513 \$15.00



MS. PARKER BY PUCCI

FLOATING BALL PEN

E Designed by Emilio Pucci, European fashion authority. Satin-finish stainless steel with decorative engravable ring design in 22K gold electroplate.

66503(6) \$25.00

PARKER

PARKER 25 PENS

RUGGED, FUNCTIONAL, SPACE-AGE DESIGN

A Parker 25 Flighter convertible pen & ball pen set in stainless steel with black accents.

70231(3) \$20.00
pen only
60231 \$12.50
ball pen only
60233 \$7.50

Assort. 9-136-2—
6 fountain pen & ball pen sets \$120.00

Assort. 9-406-2—
6 ball pens \$45.00
Assort. 9-126-2—
6 fountain pens \$75.00

B Parker 25 B convertible pen & ball pen set in black matte finish.

70261(3) \$25.00
pen only
60261 \$15.00
ball pen only
60263 \$10.00

Assort. 9-166-2—
6 fountain pen & ball pen sets \$150.00

Assort. 9-146-2—
6 fountain pens \$90.00
Assort. 9-416-2—
6 ball pens \$60.00

PARKER FLOATING BALL PENS

Write flowy like a fountain pen, have ball pen convenience—even make carbon copies:

C Flighter CT Floating Ball Pen (brushed stainless steel).

66333(6) \$7.50
Assort. 9-012-2(2)—
12 gift boxed, blue ink \$90.00

Assort. 9-011-2(9)—
12 gift boxed, black ink \$90.00

D Special Floating Ball Pen. Barrel colors: Black, dark blue, light blue, rage red.

65673(6) \$3.98
Assort. 9-042-2(1)—
12 gift boxed, black ink \$48.00

Assort. 9-042-2(2)—
12 gift boxed, blue ink \$48.00

Assort. 9-046-3(1)—
6 carded, black ink \$24.00

Assort. 9-046-3(2)—
6 carded, blue ink \$24.00

Assort. 9-042-3(1)—
12 carded, black ink \$48.00

Assort. 9-042-3(2)—
12 carded, blue ink \$48.00

PARKER 45 PENS

BEST VALUE IN WRITING

E 45 Flighter ball pen & pencil set (brushed stainless steel).

78643(4) \$15.00
ball pen
68643 \$7.50
pencil
61104 \$7.50

Assort. 9-366-2—
6 gift boxed ball pens \$45.00

Assort. 9-366-3—
6 carded ball pens \$45.00

Assort. 9-376-2—
6 gift boxed ball pen and pencil sets \$90.00



PARKER B-5 BALL PEN

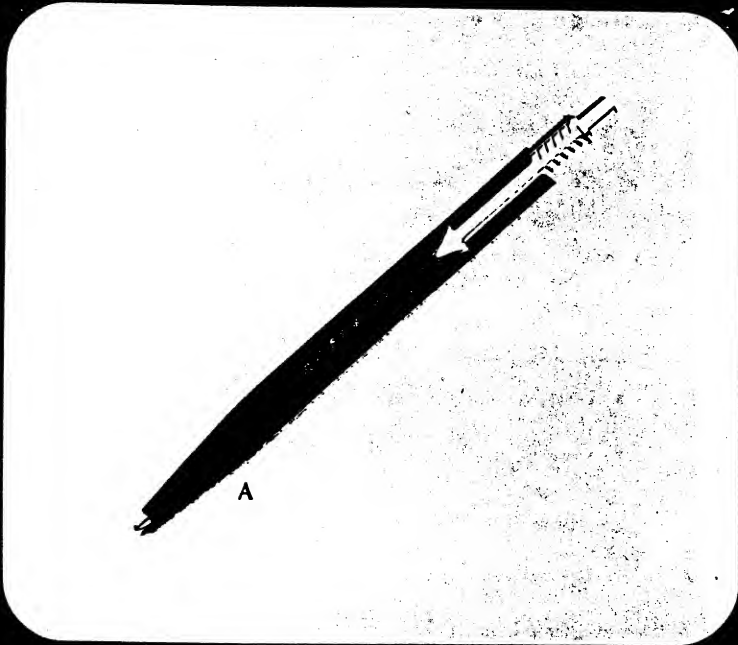
BOLD...BLACK...NEW...

High-Tech performance writes fine...writes long...writes black.

A Parker B-5 ball pen.
60243 \$6.00
Assort. 9-946-1—
36 ball pens in display \$216.00

Assort. 9-432-2—
12 gift boxed ball pens \$72.00

Assort. 9-432-1—
12 ball pens bulk packed \$72.00



LONG-WRITING JOTTER BALL PENS

Available in 6 barrel colors—black, olive, red, light blue, dark blue and white.

B Special Jotter ball pen.
67803 \$3.50

C Special Jotter ball pen & cartridge pencil set. (Not shown)
77803(5) \$6.98

Assort. 9-352-2—
12 gift boxed ball pen & pencil sets \$84.00

Assort. 9-356-2—
6 gift boxed ball pen & pencil sets \$42.00

Assort. 9-356-3—
6 carded ball pen & pencil sets \$42.00

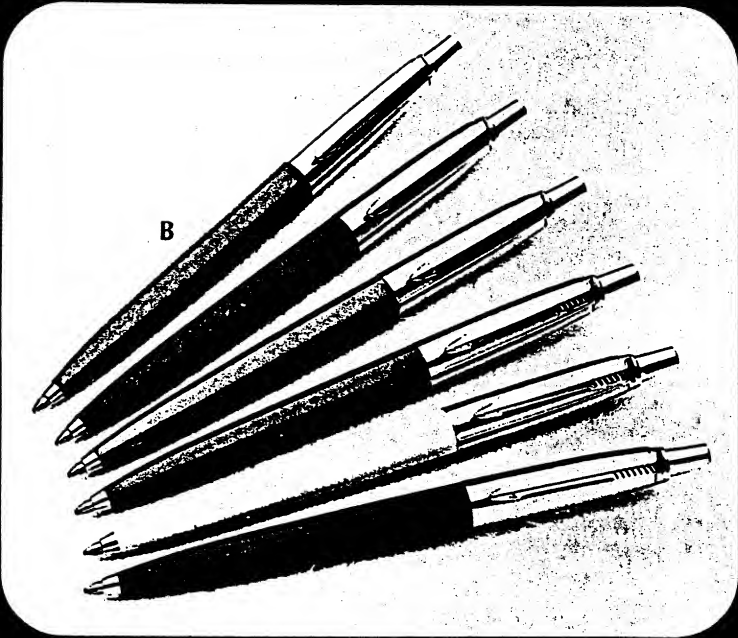
Assort. 9-302-4—
12 ball pens in display \$42.00

Assort. 9-302-1—
12 ball pens bulk packed \$42.00

Assort. 9-302-2—
12 gift boxed in display \$42.00

Assort. 9-302-3—
12 carded in display \$42.00

Assort. 9-306-3—
6 carded in display \$21.00



BIG RED

THE ALL TIME FAVORITE

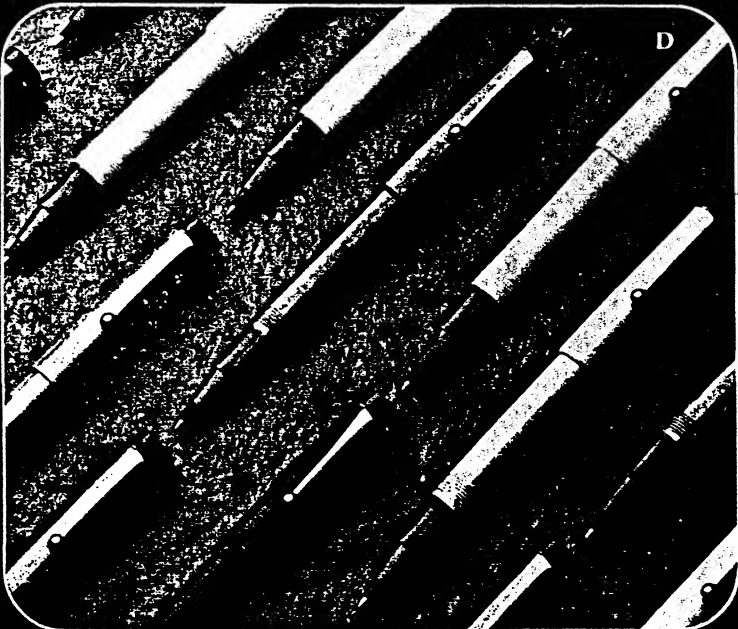
BIG RED writes BIG, and warm and friendly.

D Big Red ball pen.
64023(3) \$2.98
Available in 7 colors—
black, blue, green,
red-orange, red, white
and yellow.

Assort. 9-332-1—
12 Big Red ball pens,
bulk packed \$36.00

Assort. 9-332-2(6)—
12 Big Red ball pens,
gift boxed in display \$36.00

Assort. 9-332-3(6)—
12 Big Red ball pens
carded in display \$36.00



PARKER ADVERTISING

BRAND IMAGE ADVERTISING

Parker advertising has as its overriding objective the reinforcement of the Parker brand name as representative of the very best - the highest quality available - in writing instruments. It will also stress Parker ... the Idea, the Company, the Brand.

CONTINUITY OF ADVERTISING

Throughout the year, Parker advertising appears in America's most respected, best written, first-quality publications.

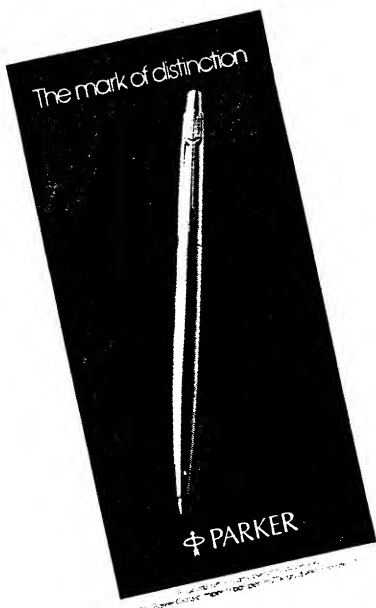
THE RIGHT PUBLICATIONS

Every one of these top-notch publications delivers a gilt-edged audience exactly right for Parker advertising and for Parker products.

BEST PROSPECTS

The readers of these publications have money to spend and a taste for high quality gifts and personal accessories.

Parker - Largest gift pen advertiser in the industry



1 MARCH 1979

THE PARKER PEN COMPANY

Advertising Schedule
1979

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>
30 April	23 April	TIME	Classic Imperial
May	29 April	MADEMOISELLE	Classic Imperial
May	23 April	NATIONAL GEOGRAPHIC	Classic Imperial
May	1 May	VOGUE	Classic Imperial
May	1 May	TWA AMBASSADOR	Floating Ball
7 May	1 May	NEWSWEEK	Floating Ball
8 May	8 May	THE WALL STREET JOURNAL	Classic Flighter
14 May	9 May	THE NEW YORKER	Classic Imperial
14 May	9 May	SPORTS ILLUSTRATED	Classic Flighter
14 May	7 May	TIME	Floating Ball
14 May	7 May	U.S. NEWS & WORLD REPORT	Classic Imperial
16 May	16 May	THE WALL STREET JOURNAL	Floating Ball
20 May	20 May	NEW YORK TIMES MAGAZINE	Floating Ball
21 May	15 May	NEWSWEEK	Classic Imperial
21 May	14 May	PEOPLE	Classic Imperial
24 May	24 May	THE WALL STREET JOURNAL	Classic Imperial

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>
28 May	21 May	BUSINESS WEEK	Classic Flighter
28 May	23 May	THE NEW YORKER	Floating Ball
28 May	23 May	SPORTS ILLUSTRATED	Floating Ball
28 May	21 May	TIME	Classic Flighter
28 May	21 May	U.S. NEWS & WORLD REPORT	Floating Ball
29 May	29 May	THE WALL STREET JOURNAL	Classic Flighter
June	25 May	MONEY	Classic Flighter
June	20 May	PSYCHOLOGY TODAY	Classic Imperial
June	1 June	SCIENTIFIC AMERICAN	Floating Ball
4 June	29 May	NEWSWEEK	Classic Flighter
6 June	6 June	THE WALL STREET JOURNAL	Floating Ball
11 June	6 June	THE NEW YORKER	Classic Flighter
11 June	4 June	PEOPLE	Floating Ball
11 June	6 June	SPORTS ILLUSTRATED	Classic Imperial
11 June	4 June	TIME	Floating Ball
14 June	14 June	THE WALL STREET JOURNAL	Classic Imperial
15 October	9 October	SPORTS ILLUSTRATED	To be announced 1 July
15 October	8 October	TIME	To be announced 1 July
15 October	8 October	U.S. NEWS & WORLD REPORT	To be announced 1 July
16 October	16 October	THE WALL STREET JOURNAL	To be announced 1 July

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>
22 October	15 October	BUSINESS WEEK	To be announced 1 July
22 October	17 October	THE NEW YORKER	To be announced 1 July
24 October	24 October	THE WALL STREET JOURNAL	To be announced 1 July
29 October	22 October	PEOPLE	To be announced 1 July
29 October	23 October	SPORTS ILLUSTRATED	To be announced 1 July
29 October	22 October	TIME	To be announced 1 July
29 October	22 October	U.S. NEWS & WORLD REPORT	To be announced 1 July
November	25 October	MONEY	To be announced 1 July
November	22 October	NATIONAL GEOGRAPHIC	To be announced 1 July
November	20 October	PSYCHOLOGY TODAY	To be announced 1 July
November	1 November	SCIENTIFIC AMERICAN	To be announced 1 July
November	22 October	TRAVEL & LEISURE	To be announced 1 July
November	1 November	VOGUE	To be announced 1 July
November	1 November	Air Group I (5 airlines)	To be announced 1 July
November	1 November	PAN AM CLIPPER	To be announced 1 July
November	1 November	UNITED MAINLINER	To be announced 1 July
1 November	1 November	THE WALL STREET JOURNAL	To be announced 1 July
5 November	30 October	NEWSWEEK	To be announced 1 July
5 November	31 October	THE NEW YORKER	To be announced 1 July
6 November	6 November	THE WALL STREET JOURNAL	To be announced 1 July

The Parker Pen Company
 Advertising Schedule - 1979

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>
12 November	5 November	BUSINESS WEEK	To be announced 1 July
12 November	6 November	SPORTS ILLUSTRATED	To be announced 1 July
12 November	5 November	TIME	To be announced 1 July
14 November	14 November	THE WALL STREET JOURNAL	To be announced 1 July
18 November	18 November	NEW YORK TIMES MAGAZINE	To be announced 1 July
19 November	13 November	NEWSWEEK	To be announced 1 July
19 November	14 November	THE NEW YORKER	To be announced 1 July
19 November	12 November	PEOPLE	To be announced 1 July
19 November	12 November	U.S. NEWS & WORLD REPORT	To be announced 1 July
22 November	22 November	THE WALL STREET JOURNAL	To be announced 1 July
26 November	20 November	SPORTS ILLUSTRATED	To be announced 1 July
26 November	19 November	TIME	To be announced 1 July
27 November	27 November	THE WALL STREET JOURNAL	To be announced 1 July
December	29 November	MADEMOISELLE	To be announced 1 July
December	20 November	PSYCHOLOGY TODAY	To be announced 1 July
December	1 December	SCIENTIFIC AMERICAN	To be announced 1 July
December	22 November	TRAVEL & LEISURE	To be announced 1 July
December	1 December	VOGUE	To be announced 1 July
December	1 December	Air Group I	To be announced 1 July
December	1 December	PAN AM CLIPPER	To be announced 1 July

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>
December	1 December	UNITED MAINLINER	To be announced 1 July
3 December	27 November	NEWSWEEK	To be announced 1 July
3 December	28 November	THE NEW YORKER	To be announced 1 July
5 December	5 December	THE WALL STREET JOURNAL	To be announced 1 July
10 December	3 December	BUSINESS WEEK	To be announced 1 July
10 December	3 December	PEOPLE	To be announced 1 July
10 December	4 December	SPORTS ILLUSTRATED	To be announced 1 July
10 December	3 December	TIME	To be announced 1 July
10 December	3 December	U.S. NEWS & WORLD REPORT	To be announced 1 July
13 December	13 December	THE WALL STREET JOURNAL	To be announced 1 July
16 December	16 December	NEW YORK TIMES MAGAZINE	To be announced 1 July
17 December	11 December	NEWSWEEK	To be announced 1 July
18 December	18 December	THE WALL STREET JOURNAL	To be announced 1 July